

ESSENTIAL USER GUIDE



THE BODY SHOP AT HOME™ PRESENTS

PARTY PULSE™



What **Party Pulse™** does for your business

Party Pulse™ will help you succeed! This powerful tool has been developed to support self employed party plan Consultants to do four things, quickly and effectively:

1. Grow their business

Effectively recruiting new Consultants and new Customers

2. Maximise profits

Increasing party and non party sales

3. Save time and money

Minimising time and money spent calling and contacting Customers

4. Prioritise goals

Enable individuals to successfully focus on personal business goals

Look out for Emma's top tips throughout this guide...

This document offers some guidance, support and advice on how to use **Party Pulse™** to maximum effect, additionally it provides some top tips from a super user – **Emma Hardman, Area Manager** in Lou Daly's Region.



Emma has achieved great results from this tool and has kindly agreed to share her top tips with everyone, these tips are highlighted in green speech bubbles throughout this document!

Remember Party Pulse™ is a multifaceted tool; it is highly flexible and is designed to enable each individual to drive their business the way they want to! Once you have established your personal business goals you can use this training to adapt your use of **Party Pulse™** to ensure it works for you.

Every region has super user's that will be willing to help and support you, contact your Manager or Regional Manager and ask for help if you need it! Alternatively why not see who else in your region is using **Party Pulse™**, get everyone together and work through this training guide and help each other to make the most of it!

Key **Party Pulse™** Advantages and Benefits



How you use Party Pulse™ will ultimately depend on your business goals; however there are some points that everyone should follow. These key benefits will help you drive and support your business.

MEMBERSHIP

Don't let your membership lapse! Purchase your GTIN by the 10th of each month

PERSONAL BUSINESS CONTACTS LIST

Add as many people as you can to your personal business contacts list* this is vital.

The more people that receive your personalised newsletter every month the more opportunity you have to enhance and grow your business and increase your sales.

(*Make sure you obtain permission from every one you add!)

Update your contacts list with:

- 1. Party Attendees** — ensure you add your Host, Guests, and non- attendees who are ordering with your Host. These are key contacts that have already shown an interest in The Body Shop® products and will most likely be interested to join, Host or repeat purchase. Ensure you update your contacts lists after each and every party.
- 2. Friends and Family** — Ask everyone not just your close friends, everyone will want your business to succeed and can support you by participating and sharing your newsletter with their acquaintances.
- 3. General Acquaintances** — Remember those who you see occasionally like neighbours / friends of friends and those you see daily such as colleagues or teachers, attendants at the local gym etc
- 4. Social Media Contacts** — The power of Social Media is huge — share your newsletter every month on your Facebook page, post it with a message to inform people about it, ask family and friends to repost your message and link so your personal newsletter is available to all their network of contacts.


"Put a reminder in your diary to remind you to renew your subscription every month. You can also remind your team members by setting events in your Facebook pages"

*"Use prize draw slips or produce **Party Pulse™** sign-up sheets to incentivise party attendees to join your personal group of contacts! Reassure them their data will only be used by you and have an example of the newsletter to show them"*

*"Plan a time each week to update your **Party Pulse™** account, update your picture and message regularly to make the most of the opportunity to refresh the newsletter and make it personal"*

Party Pulse™ Key Benefits

- 1. Personalised Monthly Newsletter** – Membership guarantees all of your personal business contacts will automatically receive your personalised newsletter each month detailing all the great promotions that you can offer in your business that month. Emails from personal addresses familiar with the sender are almost always read by recipients.
- 2. Business Communication** – Communication is vital and is the lifeblood of any business - your success depends on it. Communicating offers and requesting parties each month is time consuming and sometimes difficult. You can ensure you touch each and every business contact you have EVERY month purely by keeping your contact list updated and your Party Pulse™ account live! This can save you hours and hours of time.
- 3. Data Categorisation** – Party Pulse™ categorises the responses you receive to each newsletter by providing you with a detailed Warm Call Report™ showing you which areas each Customer in your contact list reviewed. Using this effectively will enable you to increase sales and grow your business. See our testimonials for some fantastic examples of how powerful this tool is!
- 4. Business Data Management** – This tool provides a great place to store all your data and access it easily. REMEMBER – It remains your property – no one else can utilise it - and it is completely secure.
- 5. Data Administration** – Customers can subscribe to your account personally and unsubscribe easily so your business contacts list will remain up to date.



The screenshot displays the 'THE BODY SHOP AT HOME' e-newsletter interface. The header features the brand logo and navigation links: 'home', 'join us', 'host offer', and 'view catalogue'. The main content area is titled 'INDULGE IN NEW CHOCOMANIA' and features a woman holding a chocolate treat. Below this, a promotional message states: 'February is the month for LOVE! To celebrate the launch of our NEW! Chocomania range, we've got some sweet treats for Customers and Hosts this month. So all you need to ask yourself is... are you a chocolate, or flowers person?'. It then details offers for 'HOSTS' (choosing a collection for just £8* when hosting a party) and 'CUSTOMERS' (choosing a collection for just £8.00 when spending £30*). A 'find out more' link is provided. The footer includes social media links (Facebook, Twitter, LinkedIn), a 'Helpful Links' section with links to 'Home', 'View January Offers', 'View February Offers', and 'Tell A Friend', and a 'Subscribe to my Newsletter' button.

Maximise the Benefits of Party Pulse™ Warm Call Reports™



Understanding and using the Warm Call Report™ to maximum effect – this tool is the key component to utilising Party Pulse™ most effectively – ultimately this translates to higher earnings and more efficient recruiting (if you are building a team!)

A **Warm Call Report™** reaches you in the form of an email – it is a report containing a detailed list or breakdown showing you which individuals in your contact database accessed and read which article in the newsletter. This gives you detailed insight into your Customer's needs and wants. Use this information to prioritise your activities in line with your personal business goals.

The strength of the **Warm Call Report™** - Every lead in your report is WARM!! This key point is absolutely essential and the main advantage you as a Consultant can work on. Your Warm Call Report™ gives you the opportunity to:

Prioritise your workload in line with your personal business objectives, some example scenario's include:

- a. Business Priority is increasing sales through parties - With this priority you are seeking bookings, your first priority should be to call or email each person that looked at the Host Reward section. Its likely you could gain additional non party sales by contacting those that looked at the special offers and seeing if you can top up your earnings by collecting some telephone orders.
- b. Business Priority is expanding or building a team – With this priority you are most interested in contacting those that have reviewed the JOIN US section of your newsletter.

Contact - Subscriber (s)	Phone	Last Action
Host Exclusions		
mongray51@yahoo.com (Martha McGray)	508-555-1346	12/30/2005 10:16:44 PM EDT
rdavids2@aol.com (Rhonda Davids)	781-555-8146	12/30/2005 1:01:36 AM EDT
pamela.hall@com.com (Pamela Hall)	617-555-2222	1/4/2006 9:07:40 PM EDT
joanna.smith@gmail.com (Joanna Smith)	508-555-3232	1/3/2006 11:34:31 AM EDT
acsmith@aol.com (Amanda Smith)	617-555-1224	12/30/2005 1:25:56 PM EDT
June Specials		
jane.doe@aol.com (Jane Doe)	508-555-5696	1/6/2006 8:13:24 PM EDT
mongray51@yahoo.com (Martha McGray)	508-555-1346	12/30/2005 10:16:44 PM EDT
rdavids2@aol.com (Rhonda Davids)	781-555-8146	12/30/2005 12:10:42 AM EDT
tracye@aol.com (Tracye Leifer)	617-555-F802	1/1/2006 12:02:22 AM EDT
		12/30/2005 9:15:18 PM EDT
		12/30/2005 6:47:42 PM EDT
		1/6/2006 12:15:01 AM EDT
		12/31/2004 9:15:42 PM EDT
		12/31/2004 9:15:42 PM EDT
		12/30/2005 6:47:42 PM EDT
		12/30/2005 10:16:44 PM EDT
		1/1/2006 12:02:45 AM EDT
		1/1/2006 6:43:42 PM EDT

*"Print off your Warm Call Report™. Keep all the information together and make notes on the reports before AND after the calls. I store everything in a **Party Pulse™** folder so I can remind myself who I have spoken to and when, and what their reaction was"*

How to Maximise the Benefits of **Party Pulse™** Warm Call Reports™

Make WARM calls – Most people find cold calling a challenge at best and actively dislike it at worst! With Party Pulse™ you can make WARM Calls. You know who you are calling, you know they have seen your newsletter and you know they are interested in and have read specific sections of your newsletter. This allows you to:

- a. Call with confidence! Plan your calls before you make them – Remember that a Customer does not know about your Warm Call Report™ this allows you to simply focus on areas that a Customer read in the knowledge that the Customer is aware of that particular offer or topic and has shown an interest.
- b. Generate focused follow up emails – utilise your Warm Call Report™ to focus on specific offers for specific people! E.G if you know one of your contacts likes the Host Offer, consider offering them an extra incentive to book a party with you that week.

*"You know when you will receive your **Warm Call Report™** so plan time in to make your calls each month, this will help you ensure you make sure you get the most from them. I have **Party Pulse™** and Pizza evenings with my team, we share tips when making calls and have some fun! It builds confidence to work together and support each other"*

- c. Have comfortable Customer conversations - the information available to you enables you to open conversations and discuss items you know the Customer is interested in. This really does make conversations flow and allows you to build rapport.
- d. Enhance Customer relationships - If you don't secure a booking or a sale when making your follow up calls don't be discouraged. On the positive side you have had a nice conversation with a Customer; this will make additional calls in the future easier – or even WARMER!



"Remember to update your call records even if someone says NO! - Each month I check my old reports to see if I am calling anyone I have previously spoken to. I use this to shape the call; perhaps a Customer said they were busy last month and you noted to call them the following month? - You can use this information when making the call and make it WARMER and more personalised, Customers respond well to this"

How to Make Warm Calls



This section will support you in planning and making your first WARM calls; the following examples have been provided by Emma and other Consultants to help you plan your calls!

Tips to consider when making WARM calls:

1. Customers and readers of your newsletter are NOT aware of the Warm Call Report™, be mindful of this when planning and making calls:
 - a. DO – Use the information to open and guide the conversation when speaking to Customers.
 - b. DON'T – State up front that you have a list of the articles and items they clicked on and – no one appreciates feeling watched!
2. Get a clear picture of the Customer – before you call or email, take a few minutes to review all your data and to build a clear picture of the Customer you are calling, they may have shown interest in several areas of the newsletter, have they had a party or purchased from you before? The more information you have the larger the opportunity you have to develop a discussion and make the Customer feel special and valued.
3. Be prepared and make notes – make sure you note down details of the conversation and if you receive a positive response be in a position to act! E.G. If a potential Host agrees to Host a party for you make sure you have your Four Week Booking Sheet ready and up to date so you can confirm the arrangements there and then!

Call Scenarios

Remember when calling its best to use the information you have from your reports and notes to plan and direct the call rather than directly state to the Customer that you have a report that shows you each article they read! The following Scenarios are examples of those that Emma and her team use each month.

Consultant: Hello it's Emma from The Body Shop At Home™, I'm just calling to make sure you received my newsletter this month?...

For Sales

Have you seen our fantastic Customer offers that we have on this month? We have a great savings when you purchase...

- I'm doing a Customer survey and I am trying to find out which is our most loved Body Butter... Do you have a favourite?... have you tried our... lets get you booked in for a party
- I know you love your Make Up and we have two fresh new looks with great savings that would be perfect for you, how would you like to Host your Make Up Party?
- I didn't want you to miss out on this offer as I know you love...

For Parties

- We have our Brand New (insert party theme or new product range) launching soon, how would you like to be the first to try out our new party theme/product range? When your party sales reach £230 you qualify for some fantastic Host Rewards. Have you got a few moments for me to tell you about the Host Reward package and the great offers we have this month.
- As a thank you for joining my newsletter I would love to give you a free gift when you book your party with me, have you got a minute for me to tell you all about the offers we have this month?...
- How would you love to receive £25 free shopping? I know you haven't much time and I know you work in a busy office and I would still love you to benefit from our fabulous offers. Simply collect £125 of orders from work, friends and relatives and you can!

For Recruits

- I am so excited to be building my team and I'm looking for ladies to join me and wanted to give you my priority opportunity before I placed an advert in your area, would it be something you would be interested in? Do you know anyone that is looking for full or part-time work?
- I have 3 vacancies on my team, are you or do you know of anyone who is looking for a flexible way of earning some extra income whilst working with an ethical brand?

PARTY PULSE™

Party Pulse™ has been used very successfully by many Consultants up and down the country! Here are some comments from our team...

“ You only need to book one party from it one and that will pay for your subscription for the whole year, I have just come in and seen that the Party Pulse™ letter has landed at 14.34 (I have myself in my contacts) I had an e-mail at 14.40 booking a party! BRING IT ON **”**
Hilary Else – Senior Area Manager (Bev Ashton's Region)

“ Party Pulse™ is very easy to set up and is even easier to maintain each month and it minimises the amount of 'cold calls' I need to make each month. I simply add any new email addresses I have collected. Party Pulse™ has increased my party bookings and made the phone calls less time consuming as Customers know about the offers. I simply phone and offer a date! **”**
Clare Westwood – Area Manager (Gemma Kattana's Region)

“ I am definitely going to subscribe to Party Pulse™ every month because I think it's amazing, I don't think many Consultants realise what an asset it can be! **”**
Lynne Marriott Area Manager
(Bev Ashton's Region)

“ I had a previous Consultant (Toni) re-join because she received the Party Pulse™ last month and decided it was the right time to give it another go **”**
Caren Breddy – Area Manager (Bev Ashton's Region)

“ I use Party Pulse™ for all my leads to ensure Customers and potential recruits keep getting the newsletter and messages it contains, adding my team as subscribers to my newsletter has also inspired them to use this great tool! Party Pulse™ is easy to use, as an RM I share my WARM leads with my Managers and sign up anyone that emails me directly into my central team. I have had an average of 3 recruits per month from this tool BEFORE the Warm Call Report™ even landed this month I have 7 emails requesting job information and calls back regarding party bookings! The newsletter is yummy – thank you **”**
Jan James Regional Manager (Regional manager)

“ The 1st newsletter resulted in a previous Host contacting me as she was so excited about the offers and asked to take catalogues into work for the discounted shopping as she was unable to have an actual party. The total sales were £252 so I earned £55 just for dropping off and collecting the catalogues. The next newsletters have all resulted in at least 1 party a month and also I have had 2 January recruits from the December newsletter. The newsletter creates excitement and I love the convenience of contacting all my Customers each month in such a professional but easy way! The side bar offers an opportunity for me to let my Customers know what I offer personally and I change this every month. **”**
Nicola Martin Senior Area Manager (Jan James Region)

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